

Aman's Superyacht Sails onto My Millionaire Wander List

Aman has always stood as a beacon of luxury, offering an experience that goes beyond the conventional standards of high-end hospitality. What sets Aman apart is its unique approach to blending in with the local surroundings of each destination while maintaining a core philosophy of treating guests with an exceptional level of care and personalization, much like welcoming close friends into one's home.

My attraction to Aman hotels has been fueled by their outstanding culinary creations, personalized and genuine interactions, the secluded nature of their resorts, and their understated luxury. The brand's foundational principle, drawing from the Sanskrit word for "peace," strikes a chord with me on a personal level.

The secret to Aman's appeal among discerning travelers lies not in ostentatious displays or celebrity backing but in its superior service that emphasizes elegance and simplicity over flashy extravagance. For over thirty years, Aman has perfected creating havens that offer escapes from the daily grind, spaces where tranquility and rest are paramount.

Now taking a significant step forward, Aman is venturing into the seas with the announcement of a 50-suite luxury motor yacht, expected to set sail in 2027. Named Aman at Sea, this initiative is a partnership with SINOT Yacht Architecture & Design and represents a bold move into luxury maritime exploration. The project aims to carry Aman's signature serene and private service ethos into the cruising experience. The yacht's name is still under consideration.

Jonathan Wilson steps in as the CEO of Aman at Sea, a collaborative effort between Aman and Cruise Saudi. Wilson brings a wealth of experience from the luxury hospitality and cruise industry to this role, with previous positions at Hilton Worldwide and notable contributions to Princess Cruises and Cunard Line. Alongside Aman's Chairman and CEO, Vlad Doronin, Wilson will play a crucial role in ensuring the yacht embodies the brand's meticulous standards for detail and guest care.

Featuring just 50 suites, each with a private balcony, the 600-foot Aman at Sea is designed to reflect Aman's aesthetic and philosophical roots. The yacht will offer an array of amenities including diverse dining venues, a club and lounge, a spa featuring a Japanese garden, a beach club with direct water access, and two helipads. Though initially slated for a 2025 launch, the debut has been pushed to 2027.

The launch of Aman at Sea marks an exciting expansion for the Aman brand, symbolizing a new chapter in luxury sea travel. It has quickly earned a spot on my list of luxury travel experiences to pursue, promising an unmatched blend of privacy, serenity, and exceptional service at sea. As I continue to seek out the world's most exclusive and luxurious destinations, Aman at Sea stands as a beacon of what luxury travel can offer, promising to add a memorable chapter to my journeys.